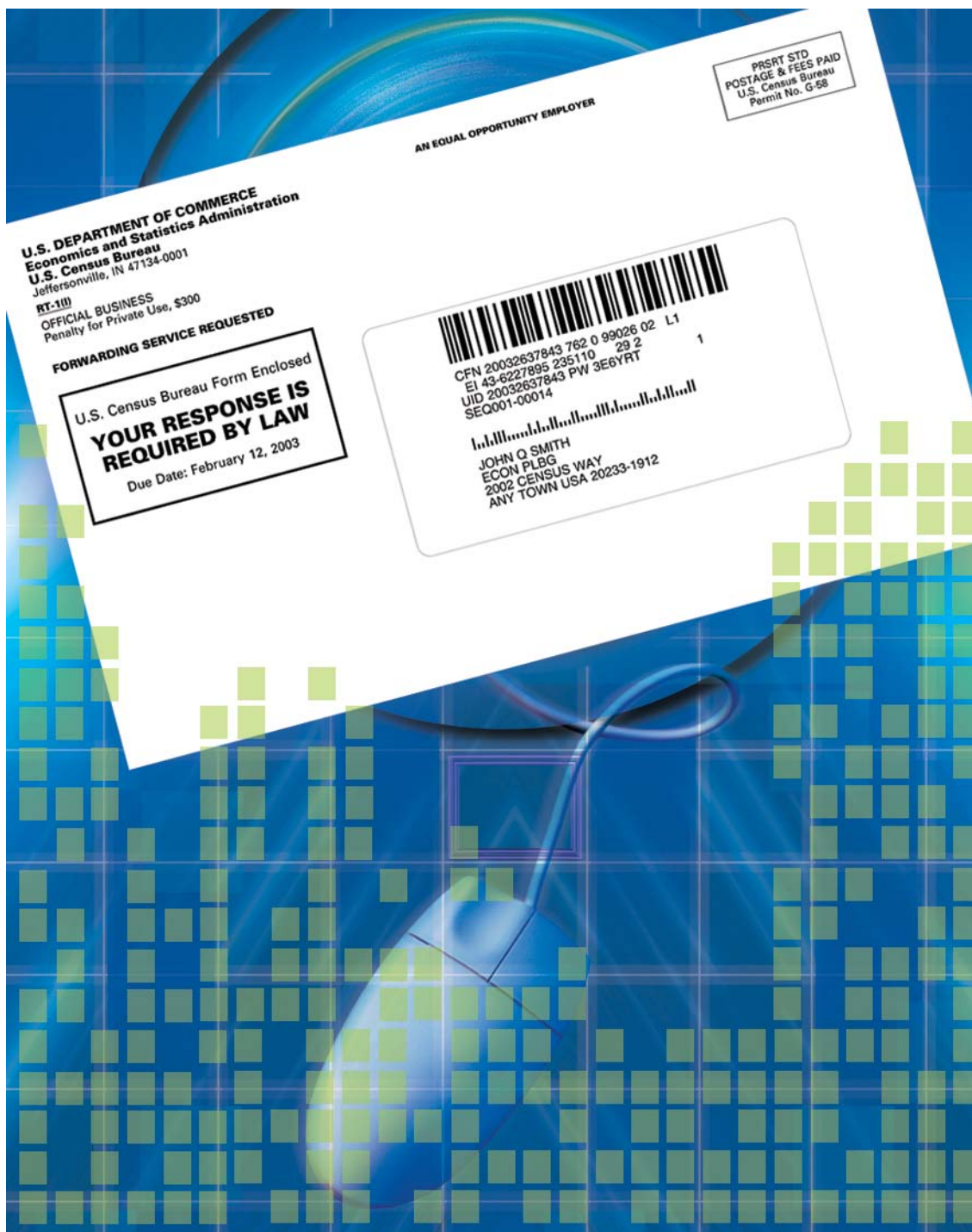


Accountants' Guide to the 2002 Economic Census

Issued November 2002

EC02-PM1



What's inside:

- ✓ What you need to know to help your client complete the 2002 Economic Census
- ✓ How to get to the Census Bureau Internet help site
- ✓ How to report electronically, and more...

U S C E N S U S B U R E A U

Helping You Make Informed Decisions • 1902-2002

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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EC02-PM1



U.S. Department of Commerce
Donald L. Evans,
Secretary

Economics and Statistics Administration
Kathleen B. Cooper,
Under Secretary for
Economic Affairs

U.S. CENSUS BUREAU
Charles Louis Kincannon,
Director

How to use this booklet

In December, more than 5 million businesses nationwide will receive 2002 Economic Census forms.

This booklet will help you complete census forms for your clients.

You can learn:

- How the economic census is conducted.
- The legal requirement to report and the guarantee of confidentiality.
- Changes in form content since the last census.

Get answers to your questions:

- Will my client receive a form?
- Can my client be excused?
- How can I get an extension for my client?
- Can I use estimates?
- What nonfinancial data will I need to get from my client?
- Can my client report using the Internet?
- Can I get help online?

The Census Bureau prepared this booklet with the help of the American Institute of Certified Public Accountants (AICPA), the National Society of Accountants (NSA), and the Financial Executives International (FEI). We wish to thank these organizations for their continuing guidance and support.

The table on page 14 lists the data that companies will be required to report. Basic measures (employment, payroll, and sales or receipts), are requested on nearly every form. Other items, such as assets, inventories, and product shipments are collected only from certain industries.

If your client gets a census form, it will relate to the specific industry or activities in which the business operates. In this booklet, however, we are supplying (see page 10) examples of items common to most forms. This booklet may come in handy, if you are asked to complete forms for

your client, or your client may come to you for help. If you need help with economic census forms, visit our Business Help Site, at **www.census.gov/econhelp**, or call our toll-free voice help line: **1-800-233-6136**.

You can also use these contacts to request a filing extension (after your clients receive their census forms).

Be sure to have your client's Census File Number (CFN) ready when you call.

If you publish a newsletter for your business clients, you can alert them:

- Economic census forms are coming in December.
- Response is required by law.
- Completed forms are due February 12, 2003.
- The census is important and their response matters.

If you maintain a Web site, please link to the economic census at www.census.gov/econ2002

Contents

How Do Businesses Use Economic Census Data?	5
Frequently Asked Questions About the 2002 Economic Census	6
What's New for 2002?	8
What Will My Client Receive and When?	8
How Can I Use the Internet to Learn More About the 2002 Economic Census?	9
Sample Items From Census Forms	10
Major Data Items at a Glance	14

HOW DO BUSINESSES USE ECONOMIC CENSUS DATA?

Greenspan Calls Economic Census “Indispensable” to Understanding U.S. Economy

Economists, Trade Associations Urge Businesses to Participate

“The census data are sometimes the only light we have in an increasingly dense forest of global information. Without it, we would be surely lost. It is a critical component of strategic decision making and risk management.” —Diane Swonk, Chief Economist and Executive Vice President, Bank One

The economic census profiles the U.S. economy every 5 years, from the national to the local level. The U.S. Census Bureau is gearing up for the 2002 Economic Census, an effort that Federal Reserve Chairman Alan Greenspan has called **“indispensable to understanding America’s economy.”** Greenspan is not alone in endorsing the economic census. For example, C. Mark Dadd, President, Wellspring Advisors, says it will provide **“one of the best sources of data about what’s going on in your industry and the industries you sell to, and in the regions around the country.”** **“Quality data are very important to decision makers across the spectrum: to policymakers, to corporate leaders, and to consumers,”** adds Daniel Laufenberg, Chief Economist for American Express Financial Services.

And it’s not just economists who are urging the more than 5 million businesses who will receive a survey form in December to participate. Jerry Jasinowski, President of the National Association of Manufacturers, says, **“Hard, reliable data are critical in**

evaluating where American business is, and where it needs to go.” Other industry executives, from construction to services, echo the importance of participating in the 2002 Economic Census.

Thomas Donohue, President of the U.S. Chamber of Commerce, states: **“I urge all American businesses to participate and to provide complete and accurate data.** American businesses and the American people will be the benefactors.” **“It behooves businesses to take the time to fill out the forms seriously and honestly,”** notes Mickey Levy, Chief Economist for the Bank of America. **“The information generated can affect public policy and economic performance at the national and local levels.”** **“Everybody is really a participant, and they are affected either directly or indirectly by the quality of their economic census responses,”** adds Levy.

Important Dates for the 2002 Economic Census

December 2002 -

Over 5 million businesses receive economic census forms, seeking information about business activity during 2002.

February 12, 2003 -

Forms are due.

2004-2005 -

Results released on the Internet.

FREQUENTLY ASKED QUESTIONS ABOUT THE 2002 ECONOMIC CENSUS

What is the economic census?

The economic census paints a comprehensive portrait of our nation's economy every 5 years. In December 2002, the Census Bureau will mail economic census forms to more than 5 million businesses with paid employees.

There are over 600 versions of the census report form, each tailored to particular industries or types of activity. The content of the forms was developed in consultation with data suppliers like you, accounting organizations, trade associations, other data users, and the U.S. Office of Management and Budget. Every selected firm in the nation will receive similar forms.

Will businesses be able to report electronically?

Most businesses can report electronically using a form they download from our Web page. Electronic reporting can reduce your client's cost to complete the economic census. See details on our Web page at www.census.gov/econhelp.

Why does the government take the economic census?

Federal, state, and local government planners and policymakers use economic census data to project trends, guide economic development, and assess the impact of economic policy. These data also provide the foundation for indicators of economic performance, such as Gross Domestic Product (GDP), retail sales, and other indicators.

We will combine the information that individual businesses provide with that supplied by other businesses and publish summary reports on industries and geographic areas from the national to the local level. The economic census is central to the work of economic policymakers, the business community, and researchers and important to the general public.

Can businesses use economic census results?

Businesses use economic census data to study their industries, look for business markets, and evaluate investment opportunities. These data help businesses compare industries and locations and provide the official information that many investors expect in a business plan. See examples at www.census.gov/econ2002.

What is the legal authority for the economic census?

Title 13, United States Code, requires firms to complete census forms sent to them. Title 13 also protects the confidentiality of individual responses, which are exempt from the Freedom of Information Act. The law protects, from disclosure, any copies of the census forms that companies retain in their records.

How do businesses get picked for the economic census?

Economic census forms are sent to all but the smallest businesses in every industry and geographic area of the United States. Most businesses with five or more paid employees, and a sample of smaller ones, will receive a census form.

Will my client receive a census form?

All large companies and most small companies with paid employees will receive census forms. Your client **probably will not** receive a form if:

- It has few or no employees. Sixteen million companies with no employees, or a very small number of them, will not receive a census form. This alleviates the burden on small businesses.
- It is owned by another company. In that case, the census form requiring information on your client's activity most likely will go to the "parent" company.

The economic census measures activity at the "establishment" level, generally, **a single physical location**. Companies operating more than one establishment will receive a separate form for each physical location. All of these

forms will be mailed to the company headquarters. This differs from reporting for financial and income tax purposes, where the reporting unit may be a legal entity consisting of more than one location.

When will the forms be mailed?

The Census Bureau will mail forms in mid-December 2002.

When are they due?

Completed forms are due February 12, 2003.

What time period is covered?

Each form requests data for calendar year 2002. Data for your fiscal year are acceptable, if it includes both March and October of 2002. However, **employment and payroll** data should be for the **calendar** year.

Can my client's company be excused?

No. Federal law requires every company that receives a census form to complete and return it.

What is the penalty for not responding?

Section 224 of Title 13, United States Code provides for penalties of up to \$500 for failure to report, and \$10,000 for intentionally providing false information.

Can I use estimates?

Yes. We accept estimates where the information requested is not readily available from actual business records.

What if I do not have some records for my client's business?

Your client may need to supply certain data, such as product lines, kinds of service, or merchandise lines from records that are not available to you. In such cases, give your client a copy of the form to supply the required data, and then consolidate the information onto one form. Please, remind your client that estimates are acceptable.

What if the form my client receives does not apply?

If you receive a form that does not seem to apply to your client's operations, **complete all**

items that do apply and return the form along with a description of the activity actually performed.

How do I request a filing extension?

If you require additional time to complete the economic census form for your client, visit our Web page or call the toll-free help line: 1-800-233-6136.

Please, do not call to request an extension before your clients receive census forms. Have your client's 11-digit CFN ready.

How will the 2002 forms differ from the ones my client completed for 1997?

Many census forms have a new look and may ask new questions. See "What's New?" below.

What kind of help will be available to businesses which must respond to the 2002 Economic Census?

Starting in December 2002, a new online Business Help Site, at www.census.gov/econhelp, will be available 24 hours a day, 7 days a week, and will address most respondent needs. A toll-free voice help line (800-233-6136) will be available 12 hours a day, to provide additional assistance.

When and how will the results of the 2002 Economic Census be available?

The first census results will be available in early 2004, with an early release of totals for all economic sectors. All results will be issued on our Web site and on CD-ROM over the following 2 years. You can see highlights from the last economic census at www.census.gov/econ97. The site contains:

- Complete details about industry classification and other topics.
- Geographic profiles and complete reports from the 1997 Economic Census.

Where can I get more information about the economic census?

Ask Dr. Census by e-mail (econ2002@census.gov) or call toll-free: 877-790-1876.

WHAT'S NEW FOR 2002?

New questions for today's economy

New questions on report forms for many industries will help us measure major changes in the way companies do business. These questions concern:

- Leased employment
- Supply chain activities
- E-commerce sales

See pages 11-13 for examples of some of these new questions.

New look for the forms

In response to requests from respondents:

- We are using a standard size for all forms - 8 ½ x 11. This will make our forms easier for you to handle and complete, photocopy, and store. Forms will have additional pages because of the smaller size paper.
- Questions will have standard item numbers across all forms. For companies that receive multiple forms, it may be easier to assemble and report responses. The forms will be available for you to preview at www.census.gov/econhelp.

Forms tailored for more industries

There will be more versions of the report form, each tailored to specific industries. By tailoring forms, we can ask questions and use terminology that are relevant to each industry. The 600 versions are more than in any prior census.

Industry classification. The economic census organizes businesses by industry based on the North American Industry Classification System (NAICS). The 2002 NAICS revision of industries in construction and wholesale trade, and parts of information and retail trade, may affect the mix of forms you get.

Product classification. The economic census forms have always asked for information about products produced or sold. For 2002, product categories for selected industries in four service sectors are included on the report forms. These categories are based on the new North American Product Classification System. The industries with new product categories are:

- Information
- Finance
- Professional, Scientific, and Technical Services
- Administrative and Support and Waste Management and Remediation Services

WHAT WILL MY CLIENT RECEIVE AND WHEN?

Economic census forms will be mailed in December 2002. The due date is February 12, 2003.

The economic census mailing package will contain:

A **list** of all establishments that constitute your client's company and its subsidiaries. The list will identify the specific forms that must be completed for economic activity in 2002. If you have any questions or need additional forms, contact us by telephone (1-800-233-6136) or e-mail (econ2002@census.gov).

A **separate form for each establishment** of your client. The numbers and types of report forms your client receives will depend on their company's size and diversity. (Remember: businesses without paid employees will not receive a form.)

HOW CAN I USE THE INTERNET TO LEARN MORE ABOUT THE 2002 ECONOMIC CENSUS?

The Census Bureau's Business Help Site is: www.census.gov/econhelp.

You can use this site to learn more about the economic census and its importance to the nation and your client.

The screenshot shows the U.S. Census Bureau Business Help Site for the 2002 Economic Census. The page includes a header with the U.S. Census Bureau logo and the Business Help Site title. A banner for the 2002 Economic Census is displayed, along with a welcome message and the current date and time. A sidebar on the left contains links for Form Assistance, General Information, Classification Forms, and Related Sites. The main content area features a section for Forms due February 12, 2003, and links to Questions and Answers, Detailed Information by Industry, Online Services, and Related Areas. Callout boxes provide additional context for various links and sections.

Click here for the latest census results for 2002 (when available) and 1997

Click here for frequently asked questions and answers about the economic census

Click here for samples of report forms (PDF format)

Click here for key dates in the economic census

Click here for information about the North American Industry Classification System (NAICS)

Click here to download an Electronic Report Form

Sample forms are listed by **form number** within **sector** and stored as page images in PDF format. You need an Internet browser to retrieve the files and PDF reader software (available for free downloading) to view the files. Once files are downloaded to the reader, you can view them on screen or print them on a local printer.

Please remember to complete and return **ONLY** the forms we send to your client, even if they are involved in a different activity.

Please do not complete a census form until we send one to your client.

There are over 600 different 2002 Economic Census forms. The form sections shown on the following pages are common to most census forms.

The first page of most of the 2002 Economic Census forms will look like this. This particular form is designed for an establishment in the performing arts.



FORM

AE-71101

PERFORMING ARTS COMPANIES AND INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

OMB No. 0607-0887: Approval Expires 09/30/2004

DUE DATE
FEBRUARY 12, 2003

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit our Web site at
www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -


Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

AE-71101

INFORMATION COPY
DO NOT USE TO REPORT

(Please correct any errors in this mailing address.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink. • Please center numbers in their respective boxes. Examples:
• Do not use pencil. • Do not put slashes through 0 or 7. 
• Place an "X" inside the box.

☒

0	1	2	3	4	5	6	7	8	9
---	---	---	---	---	---	---	---	---	---

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 MONTHS IN OPERATION

Mark "X"
if None

	2002
Number of	

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

2 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 ☐ Yes 0022 ☐ No - Enter current EIN (9 digits) 002

PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address?
(P.O. box and rural route addresses are not physical locations.)

0031 ☐ Yes

0035 Number and street

0032 ☐ No - Enter physical→
location

0036 City, town, village, etc.

0037 Stat

0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

0041	<input type="checkbox"/>	Yes	0042	<input type="checkbox"/>	No	0043	<input type="checkbox"/>	No legal boundaries	0044	<input type="checkbox"/>	Do not know
------	--------------------------	-----	------	--------------------------	----	------	--------------------------	---------------------	------	--------------------------	-------------

C. Type of municipality where this establishment is physically located

0046 ☐ City, village, or borough 0047 ☐ Town or township 0048 ☐ Other or do not know

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

Most forms will contain a line asking for total "Sales, shipments, receipts, or revenue" realized during 2002.

HOW TO REPORT DOLLAR FIGURES	Dollar figures should be rounded to thousands of dollars. If a figure is \$1,025,628.79 : If a value is "0" (or less than \$500.00):	Mark "X" if None Report <input type="checkbox"/> Report <input checked="" type="checkbox"/>	2002 \$ Mil. Thou. Dol.		
			1	0	2
			6		

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE Sales of merchandise and other operating receipts (Exclude sales or other taxes collected.). 0100	Mark "X" if None <input type="checkbox"/>	2002 \$ Mil. Thou. Dol.		

This section asks for e-commerce sales or receipts, if any. It is new for 2002.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (<i>E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.</i>) 0181 <input type="checkbox"/> Yes - Go to line B 0182 <input type="checkbox"/> No - Go to 6	Mark "X" if None <input type="checkbox"/>	2002 Estimates are acceptable \$ Mil. Thou. Dol.		
B. E-commerce sales, receipts, and/or revenue of this establishment (<i>Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.</i>). 0185				

All forms collect information on the number of employees (during the March 12 pay period) and first quarter and annual payroll. Manufacturing, mining, and construction forms may also ask for workers and worker hours by quarter.

6 EMPLOYMENT AND PAYROLL Include: <ul style="list-style-type: none"> Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 2. Exclude: <ul style="list-style-type: none"> Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN. Temporary staffing obtained from a staffing service. For further clarification, see information sheet(s).	Mark "X" if None <input type="checkbox"/>	2002 Number		
A. Number of employees for pay period including March 12 0320				

B. Payroll before deductions (<i>Exclude employer's cost for fringe benefits.</i>)	Mark "X" if None <input type="checkbox"/>	2002 \$ Mil. Thou. Dol.		
1. Annual payroll 0300				
2. First quarter payroll (<i>January-March, 2002</i>). 0310				

This section asks about leased employment and payroll. It is new for 2002.

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0211 ☐ Yes - Go to line B

0212 ☐ No - Go to **10**

B. Number of leased employees for pay period including March 12. 0370 ☐

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0310

2. First quarter payroll for leased employees (January-March, 2002) 0380

Mark "X" if None

2002		
Number		

2002		
\$ Mil.	Thou.	Dol.

2002			
\$ Mil.	Thou.	Dol.	

Most forms have a section requesting additional detail on sales, shipments, receipts, or revenues.

This section is tailored to an individual industry. This particular form is for a footwear retailer.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE
(Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in **6**). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census U.S.A.	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil. 0720	Thou. 0721	Dol. 0722	Percent 0723
1. Footwear, including accessories (Report women's hosiery on line 2 and men's hosiery on line 3.)					
a. Men's footwear, including dress and casual footwear	20261				
b. Women's footwear, including dress and casual footwear	20262				
c. Children's footwear, including boys', girls', infants', and toddlers' dress and casual footwear	20263				
d. Men's athletic footwear, including sneakers and outdoor hiking/sports boots	20264				
e. Women's athletic footwear, including sneakers and outdoor hiking/sports boots	20265				

CONTINUE WITH **23** ON PAGE 6

This section asks you to check activities that were performed at the establishment or for the establishment by another company. It is new for 2002.

28 ESTABLISHMENT ACTIVITIES			
A. Indicate activities that were performed by this establishment or were performed for this establishment by another company during 2002. (Mark "X" ALL that apply.)			
	This activity was performed by this establishment	This activity was performed for this establishment by another company	This activity was not provided by this establishment
1. Product Development			
a. Product design/engineering	0921 <input type="checkbox"/>	0941 <input type="checkbox"/>	0961 <input type="checkbox"/>
b. Materials fabrication/processing/assembly/blending	0922 <input type="checkbox"/>	0942 <input type="checkbox"/>	0962 <input type="checkbox"/>
2. Order Fulfillment			
a. Bundling or kitting (combining multiple items into a prepackaged product)	0923 <input type="checkbox"/>	0943 <input type="checkbox"/>	0963 <input type="checkbox"/>
b. Pick and pack (taking goods from inventory and packaging them to fill orders)	0924 <input type="checkbox"/>	0944 <input type="checkbox"/>	0964 <input type="checkbox"/>
c. Warehousing	0925 <input type="checkbox"/>	0945 <input type="checkbox"/>	0965 <input type="checkbox"/>
d. Breaking bulk (reducing large shipments into smaller portions for customers)	0926 <input type="checkbox"/>	0946 <input type="checkbox"/>	0966 <input type="checkbox"/>
e. Local delivery (within a city, town, or other local area, including adjoining towns and suburban areas)	0927 <input type="checkbox"/>	0947 <input type="checkbox"/>	0967 <input type="checkbox"/>
f. Long distance delivery (beyond local areas and commercial zones)	0928 <input type="checkbox"/>	0948 <input type="checkbox"/>	0968 <input type="checkbox"/>
g. Less than truckload	0929 <input type="checkbox"/>	0949 <input type="checkbox"/>	0969 <input type="checkbox"/>
3. Other Services			
a. Customs brokerage (providing the services of a licensed customs broker).	0930 <input type="checkbox"/>	0950 <input type="checkbox"/>	0970 <input type="checkbox"/>
b. Logistics consulting (providing advice and expertise)	0931 <input type="checkbox"/>	0951 <input type="checkbox"/>	0971 <input type="checkbox"/>
c. Processing of returned merchandise	0932 <input type="checkbox"/>	0952 <input type="checkbox"/>	0972 <input type="checkbox"/>

Make a file copy of the completed census forms for your client's records before returning them to the Census Bureau!

Sample forms are available at:
www.census.gov/econhelp

MAJOR DATA ITEMS AT A GLANCE

Collected at the Location Level

Form Item No.	Item Description	Manufacturing, Mining, Construction	Service Sector Industries**
Employment			
6	All employees	X	X
6	Production/construction workers	X	
6	Worker hours	M, Mi	
7	Leased employees*	X	X
Labor Costs			
6	Total payroll	X	X
6	Worker wages	X	
6	Supplemental costs	X	
7	Leased employee payroll*	X	X
Measures of Output			
4	Total value of sales, shipments, receipts, or revenue	X	X
5	Electronic commerce*	X	X
19	Class of customer		S
20	Method of selling		S
22	Detail of sales, shipments, receipts, or revenue	X	X
23	Type of construction	C	
24	Shipping and handling		S
25	Exported services		S
Assets, Expenditures, Inventories			
10	Inventories	X	S
12	Assets and capital expenditures	X	
13	Rental payments	X	
Expenses			
14	Mineral property expenses	Mi	
15	Selected expenses	X	S
16	Cost of supplies	M , Mi	
17	Cost of fuels	Mi	
Industry-Specific Inquiries			
26-28	Various, by industry	S	S
28	Establishment activities*	M	S

X - All industries

C - Construction

M - Manufacturing

Mi - Mining

S - Selected industries

* - New Item

** - Includes Retail and Wholesale Trade, Transportation, Utilities, and Other Services